**S.E.M. ~ Chapter 11 Activities**

**Winning Strategies ~ Page 281** Miami Heat

Why would the team focus promotions on current fans? Explain.

What would the team gain by selling season tickets 3 years in advance? What might the team lose?

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**Opening Act ~ Page 282** Website Movie Promotions

Discuss ways websites are changing movie promotion. How do recent online promotions differ from the earlier online banner ads and search engine ads? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Judgment Call ~ Page 286** Decency Standards

Who should set decency standards? Who should decide what programs are shown on TV? How should the gov. react to mass complaints that appear to be manufactured? How can young children be protected from indecent shows?

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**Encore Questions ~ Page 287** #1 \_\_\_\_\_\_\_ #2 \_\_\_\_\_\_\_

#3 – Why have print and broadcast media lost their effectiveness as advertising medias to young people?

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#4 – How is a viral campaign different from publicity? How do you react to recommendations from friends about music and movies? Would you react differently if you knew they were paid to make the recommendation?

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**Opening Act ~ Page 288** Sponsoring Sporting Events

List the benefits to national businesses of sponsoring sporting events. Do you think businesses receive a good return for the money invested?

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**Marketing Myths ~ Page 291** College Sponsorships

Is accepting sponsorships from beer distributors sending a mixed message to underage students that alcohol is acceptable? Explain.

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**Encore Questions ~ Page 293** #1 \_\_\_\_\_\_\_ #2 \_\_\_\_\_\_\_

#3 – What teams would you like to sponsor to promote your new women’s sportswear line of clothing? Explain.

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#4 – What female athlete would you ask to endorse your clothing and why? What are the advantages & disadvantages?

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**Opening Act ~ Page 264** Seasonal Events

Make a list of seasonal themed events in your area. Who sponsors them and who benefits from the events? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Encore Questions ~ Page 299** #1 \_\_\_\_\_\_\_ #2 \_\_\_\_\_\_\_

#4 – If a movie, TV Show, play, or song wins a “big four” award, does this influence whether to see/hear it or not? Why?

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